



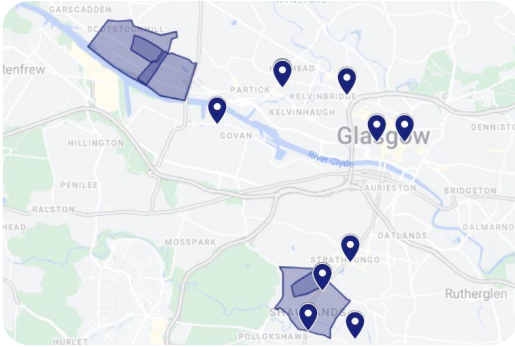
Glasgow Retrofit Conversations **Final Report**

6th September 2023 - 6th March 2024



Glasgow Retrofit Conversations

Outputs



Receiving funding for Glasgow Retrofit Conversations enabled Loco Home Retrofit CIC to test and learn from Community Based Social Marketing strategies. We found we were able to reach and engage new communities through a rolling and varied series of events, and working with our existing members to tap into their networks.

We chose **Scotstoun and Whiteinch** and **Waverley Park** as areas to target, with success in Waverley Park.

September

Decarbonising Home by Home (1) PUBLIC TALK	Sandstone Retrofit Tour (1) TOUR	Sandstone Retrofit Tour (2) TOUR	Climania: The Climate Action Board Game WORKSHOP	Decarbonising Home by Home (2) PUBLIC TALK	The Future of Heat in Glasgow WEBINAR
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October

Retrofit Stories PUBLIC TALK	Preparing Your Home for climate change PUBLIC TALK	Sandstone Retrofit Tour (3) TOUR	Sandstone Retrofit Tour (4) TOUR
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DELIVERED
607 hours
17 events
9 venues

Nov + December

Home Retrofit Workshop (1) WORKSHOP	Annie's Loo PUBLIC TALK	Home Retrofit Workshop (2) WORKSHOP	Community Energy Workshop WORKSHOP
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PARTNERSHIPS

Glasgow City Heritage Trust
Under One Roof
Glasgow Community Energy

REACH

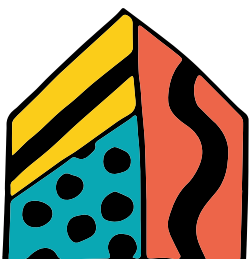
271 total interactions
123+ homeowners
15 tradespeople
15-25 community groups

January

Tenement Repair + Retrofit WEBINAR	Visit Paul's House (1) TOUR	Visit Paul's House Tour (2) TOUR	Reaching out to tradespeople PHONECALLS
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PATHWAY TO ACTION

138 new subscribers
39 new members
58 retrofit service enquiries



**LOCO
HOME
RETROFIT**

Glasgow Retrofit Conversations Engagement Strategies



Open Homes

We organised for Loco Home members who had completed significant retrofit work to open their homes to the public for small tours. We found homeowners are trusted sources of information about retrofit. They find it easy to speak directly to the concerns of other homeowners with practical and relevant information such as costs and contractor recommendations/warnings. We found open homes events highly popular with positive feedback.

Workshops

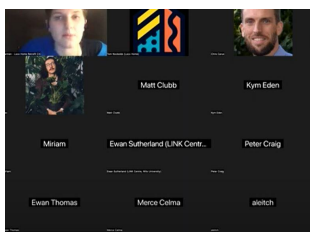
We ran workshops which began with an introductory talk followed by activities and discussion. We found range in how workshops went and were received. Our best workshops engaged and connected participants over a topic and provided space for co-learning - but we noticed that they must be carefully facilitated with high quality introductory content and simple worksheets for that to happen. We also noticed that without technical expertise in the room, misinformation was spread between participants - counterproductive to Loco Home aims and purpose. There was high demand for free advice.



Webinars

We ran evening webinars with expert speakers followed by Q&A. From our perspective, webinars were relatively quick, easy and economic to organise.

They were also accessible and popular. We were able to platform expert speakers who didn't live in Glasgow. We have also found webinars useful as a repository - by recording them, they can become part of a bank of free resources, which can be accessed by Glasgow's retrofitters as and when they need.



Town Hall Style Events

We spoke at public events to introduce Loco Home Retrofit CIC and our work to new, wider audiences. These talks went well and directly increased members, subscribers and service enquires. We found it important to deliver high quality content, for example case studies, and interact with the audience, for example through a reverse Q&A. This conversational style practiced what we preached - that good retrofit planning is a collaboration between experts and homeowners in Glasgow, and a top-down approach risks alienating and ignoring the essential, specific and local knowledge householders have about their homes and neighbourhoods.



Phonecalls

Engaging tradespeople was challenging. We found they are typically time short. Having something to offer (for example, free retrofit training funded by the climate engagement fund) created an opportunity for conversation and for us to learn where they were at. We found high interest and perceived opportunity in retrofit but significant barriers too.

Glasgow Retrofit Conversations

Summary of Drivers and Dynamics

For Loco Home Retrofit CIC, the overwhelming takeaway from the project was the value of open homes and case studies - demonstrating, not just talking about, retrofit

The popularity and positive feedback from open home events revealed high demand and interest in seeing retrofitted homes first hand. We found many homeowners interested in retrofitting - but held back by common concerns. For example, how expensive is retrofitting? Are heat pumps too loud? Do they work effectively in cold weather? How accessible is funding?

We found other homeowners are in the best position to provide reassurance, demystify the steps and dispel misconceptions of low carbon technology.

Within Loco Home membership, early adopter homeowners are typically experts in their own retrofit, enthusiastic to share what they've done and motivated to help other homeowners. For example one Loco Home member was keen to show that with only light touch fabric improvements, he was able to get a heat pump and still save on bills. Another member faced significant challenges retrofitting her own property, but was motivated to help others not make the same mistakes all while advocating for retrofit and low carbon technology.

These homeowners also demonstrate enthusiasm for delivering presentations, webinars and case studies.

This project has helped us see that, as an intermediary, Loco Home Retrofit CIC is well positioned to collect and share these case studies, and organise and encourage open homes between our members and the public. We are also in a good position to offer an independent technical perspective so misinformation doesn't travel too far.

Trades engagement has been more challenging, but we are starting to make headway and have identified a desire for a knowledge sharing network. This is likely to form a part of our next steps as a retrofit intermediary.

I want to see what real people have achieved in real Glasgow houses and flats, and how they dealt with different challenges

Homeowner

So much of the battle with retrofit is how much everything costs and also which materials to pick, so perhaps hearing what people have chosen, why they chose it and how much it cost them would be useful

Homeowner

[We need a...] network of trades linked by a commitment to a good standard of work and help each other out where possible

Tradesperson



Glasgow Retrofit Conversations

Aims and Outcomes

AIMS

To increase the level of awareness of retrofit in Glasgow and outline benefits good retrofit will bring to homeowners and tradespeople

- To test community-based social marketing methods for retrofit
- To achieve increased levels of connection between diverse community organisations in Glasgow in relation to retrofit and improve ability to foster future retrofit activity
- Indirectly because of the above, to increase the number of homeowners and local tradespeople undertaking retrofit thereby moving toward net zero whilst developing local economies.

OUTCOMES

- Homeowners, community organisations and local tradespeople more aware of and are engaging in retrofit.
- Loco Home and Glasgow City Council have a better understanding about how to effectively engage communities with retrofit, leading to clearer communication and greater amounts of future retrofit.

